

Message Text

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FOR BED/OIM/EA - KELLY
BED/OIM/MRD

E.O. 11652: NA
TAGS: BBSR, TW
SUBJECT: MARKET RESEARCH TO SUPPORT FY 1980 PROMOTION
PROGRAM

REF.: A) TAIPEI 3524, B) STATE 131901

1. WITH SUBMISSION OF COMMUNICATIONS EQUIPMENT STUDY
BY SGV-SOONG IN JULY AND PLANT ENGINEERING AND INDUSTRIAL
OPERATIONS SURVEY BY MARKET RESEARCH OFFICER IN AUGUST,
ALL RESEARCH NEEDED IN SUPPORT OF FY 1979 TRADE CENTER
PROGRAM WILL HAVE BEEN COMPLETED. RESEARCH TO SUPPORT
PROMOTION SCHEDULE FOR FY '80 SHOULD BEGIN BY END OF
AUGUST.

2. BASED ON PREMISE THAT RESEARCH SHOULD BE IN-HAND IN
OIM TWELVE MONTHS PRIOR TO SCHEDULED EVENT, FOLLOWING
RECOMMENDATIONS ARE MADE:

A. SCIENTIFIC AND INDUSTRIAL ANALYTICAL INSTRUMENTS
SURVEY DATED 10/77 CAN BE UPDATED WITH 1977 AND PARTIAL
YEAR 1978 STATISTICS BY MRO AND SUBMITTED PRIOR TO 1-/78.

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PAGE 02 TAIPEI 03648 100406Z

B. GMR ON MACHINE TOOLS AND RELATED EQUIPMENT DUE 7/78
SHOULD SATISFY REQUIREMENT FOR RESEARCH BY 12/78 FOR
SCHEDULED OFFSITE.

C. 12/76 MEDICAL EQUIPMENT STUDY WITH MOSTLY 1975 DATA
WILL NOT BE ADEQUATE FOR JANUARY 1980 EXHIBITION. ONE
OF TWO CURRENT CONTRACTORS SHOULD BEGIN RESEARCH IN

AUGUST TO ENSURE COMPLETION PRIOR TO 1/79 DEADLINE.
SPECIFICATIONS SHOULD REACH TRADE CENTER BY MID-AUGUST.

D. COMPUTERS AND RELATED EQUIPMENT, NEEDED PRIOR TO
3/79, COULD BE EITHER CONTRACT STUDY OR MRO UPDATE.
COMPREHENSIVE MRO SURVEY ON THEME DATED 11/77 SHOULD BE
SUPPLEMENTED WITH FULL-YEAR 77 AND PARTIAL YEAR 78
DATA, PRIOR TO PROCUREMENT OF 1980 EVENT.

E. BOTH MOTOR VEHICLE MAINTENANCE AND SERVICING
EQUIPMENT AND EIPT EQUIPMENT SHOULD BE SUBJECTS OF
CONTRACT STUDIES. PREVIOUSLY CONDUCTED SURVEY ON
FORMER IS SERIOUSLY OUTDATED AND ONE ON LATTER IS
WEAK RESEARCH.

3. PLEASE ADVISE. UNGER

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